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Substitute for form 1449/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(Use as many sheets as necessary)</i>				Complete if Known	
				Application Number	10/800,887-Conf. #1929
				Filing Date	March 15, 2004
				First Named Inventor	Lester K. Chu
				Art Unit	3696
				Examiner Name	J. A. Anderson
Sheet	1	of	4	Attorney Docket Number	66703-0016

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
/J.A./	AA*	US-20010003177	06-07-2001	Schena et al.	
	AB*	US-20020010015	01-24-2002	Acres	
	AC*	US-20020052894	05-02-2002	Bourdoncle et al.	
	AD*	US-20020120506	08-29-2002	Hagen	
	AE*	US-20040186769	09-23-2004	Mangold et al.	
	AF*	US-20030212673	11-13-2003	Kadayam et al.	
	AG*	US-20040254932	12-16-2004	Gupta et al.	
	AH*	US-20050102270	05-12-2005	Risvik et al.	
/J.A./	AI*	US-20050154718	07-14-2005	Payne et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T ⁵
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)				
/J.A./	BA**	WO-00/04190	01-27-2000	Maxygen Inc et al.		

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IDS (Citation) by Applicant (31 References)	
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NON PATENT LITERATURE DOCUMENTS				
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.		T ²
/J.A./	CA**	Non-Final Office Action dated 3/30/09 in U.S. Serial No. 11/180,136. (27 pages)		
	CB**	Tomaiuolo, N.G., et al., "Maximizing Relevant Retrieval," Online, Vol. 22, No. 6, pp. 57-60, November/December 1998.		
	CC**	Dzilna, D., "Publishers Fight Declines in Web Advertising CPMs," Folio: the Magazine for Magazine Management, Vol. 28, No. 3, p. 70, March 1999.		
	CD**	Anon., "Search Tools -- Hotrate Those Replies," Information World Review, March 1, 2000.		
	CE**	Anon., "Google Comes out Ahead," Link-up, vol. 17, No. 5, pp. 1, 12, September/October 2000.		
	CF**	Mahanta, V., et al., "BT Dotcom," Business Today (India), April 7, 2001.		
	CG**	Weidlich, T., "Search Engine Marketing Revving up," Catalog Age, Vol. 19, No. 12, pp. S3, S13, November 2002.		
	CH**	Ojala, M., "Google Views the Present, Future," Information Today, Vol. 20, No. 1, pp. 1, 48+, January 2003.		
	CI**	Schut, J.H., "AutoFact '91: News in CAD/CAM, CIP & Rapid Prototyping," Plastics TEchnology, Vol. 38, No. 1, p. 21, January 1992.		
/J.A./	CJ**	Anon., "Google Launches Self-Service Advertising Program; Google's AdWords Program Offers Every Business a Fully Automated, Comprehensive and Quick Way to Start an Online Advertising Campaign," Business Wire, October 23, 2000.		


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/J.A./	CK**	Hansell, S., "Clicks for Sale; Paid Placement Is Catching on in Web Searches," New York Times, late Edition, p. 1, column 2, June 4, 2001.	
	CL**	Anon., "Northern Light Teams with Search4Science, University of Pennsylvania," Information Today, Vol. 18, No. 7, p. 24, July/August 2001.	
	CM**	Woods, W., "Internet Update," Newsbytes, January 17, 2002.	
	CN**	Anon., "Google Introduces New Pricing for Popular Self-service Online Advertising Program; Highly Targeted Text-based Ads Complement Google's Objective Search Results," Business Wire, February 20, 2002.	
	CO**	Fleishman, G., "Technology Briefing Internet: Google Ads Ad Options," New York Times, Late Edition, p. 7, col. 5, February 21, 2002.	
	CP**	Rajghatta, C., "US Voices Its Concern over Violence in Gujarat," Times of India, April 17, 2002.	
	CQ**	Anon., "Google Does Well Despite Not Taking Paid Placements," Secured Lender, Vol. 58, No. 2, p. 80, March/April 2002.	
	CR**	Ostrom, M.A., "New Web Portal Has Text-only Ads MyWay Seeks to Lure Visitors from Bolder Sites Such as Yahoo," San Jose Mercury News, Morning Final Edition, page 1C, October 29, 2002.	
	CS**	Anon., "Advertisers Attack Google over Adwords Enhancement," New Media Age, p. 3, October 16, 2003.	
/J.A./	CT**	"Citysearch.com" (as archived on archive.org)	

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